

#TeslaTakecown Now - How2Protest

Decide to Act: If you feel strongly about taking action against Tesla and Elon Musk, it's time to mobilize.

Join Forces: Having a group of people that share your idea to bring #TeslaTakedown and stop Musk forward can be really helpful. Together you will be able to support each other with both practical support and emotional encouragement throughout your efforts

- Look for local groups that share your goals and connect with them.
- Talk to friends, family, and coworkers about your concerns to build support.
- Remember, even if you can't find a group, you can still make your voice heard and do a protest. What begins with one person can grow into a larger movement.
- Consider starting with a small gathering, such as simply standing in front of a Tesla store with a sign and posting that on social media.

Event Organization

1. Define Your Message: Take time to think about specific reasons you are protesting.
2. Choose a Date: Pick a date that works well for you and people living in your region.
3. Select a Location: Find a good place to protest. A Tesla Store works great, you can find one on the Tesla Website: <https://www.tesla.com/findus/list>
4. If you don't have a Tesla Store near you, it would also work great to do your protest at some public area.
5. Check Legal Requirements: In some regions, you may need to register your demonstration with local authorities.
 - If you are uncertain about this and can't find info online, feel free to reach out to use or, even better try to connect with local activists groups.

- If you are in Germany, the following link might be helpful: <https://fridaysforfuture.de/leitfaden-versammlungsanmeldung/>
6. Call for Action: Use social media and community groups to spread the word about your protest.
- Mobilization Materials and templates for social media can be found on the TeslaTakedown Europe Website.
 - Mobilization Materials: <https://teslatakedown-europe.org/graphics/>
 - Template Text: <https://teslatakedown-europe.org/template-texts/>
 - Sharepic Generator: <https://teslatakedown-europe.org/sharepic-generator/>
 - Chants: <https://teslatakedown-europe.org/chants/>
7. (Optional) **Additional Steps**
- Prepare signs and banners that show your message. For ideas, check here: <https://teslatakedown-europe.org/join-protest/>
 - Print Out Chants: Create a list of chants for people to use during the protest to keep everyone together. Some examples can be found here: <https://teslatakedown-europe.org/chants/>
 - Bring a Music Box: Consider bringing a portable speaker with a playlist of songs that relate to your cause to keep the energy up.
 - Prepare a Speech: Write a short speech that explains your main points and inspires others.
 - Invite Media: If you feel comfortable, contact local news outlets before the protest to let them know about your event. This can help get more people involved and will give you more presence.

During the Protest

- Take Care of Each Other: Make sure everyone looks out for one another to create a supportive environment.
- Networking: Get in touch with people on the protest and ask them if they can join the organizing team.

Post-Protest Actions

- Debrief After the Protest: Meet with your group after the event to talk about what went well, what could be better, and what to do next.
- It can be helpful to work with a roadmap and to set goals and sub goals in your planing process.